

KSD

VISIT NOTES

COLOMBIA MEETING - 23 FEBRUARY 1994

KSD
23 MAR 1994

PRESENT.

K Dunt	D Green
B Telling	D Etchells
C Figueiredo	M Waterfield
V Lines	A Gray
J Soto	F Lima
R Matamoros	C Beyer

ACTION

✓ Excise Reduction might impact the DNP v DP business and the International price sector (premium price). Different scenarios will be sought utilising the price model.

CB

The brand owners will provide BATCo with the brand price positions in relation to DNP v DP and direct competitive brands. Mark will provide a template to the Brand Owners.

MW/BO

Souza Cruz will provide the copy line and brand positioning for Hollywood (information to be sent to MW)

EL

Souza Cruz will develop Hollywood Lights in 1994.

AG/EL

Bill Telling will inform MW on the current status of Kool new film.

BT

W Wong will check the current status of the Panamanian campaign for Kool. (Proposal for Kool film is in Millbank - Mark to check).

WW/MW

The merchandising cycle proposal will be presented to the "REM" in one month.

FL/JS

The Bogota office will be clean by Q3/94 in reference to DNP information. Management of DNP will be in Caracas.

FL/JS

BATCo will co-ordinate a "GCS" starting in March with results in June.

MW

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Colombia Meeting (continued)

The Brand Owner's view is that Lucky Strike should be kept in DP operation only. The Lucky Strike offer in the DNP Channel will be reviewed by April 1st.

CF

The current Lucky Strike merchandising material will be evaluated. The intention is to withdraw support.

JS/FL

W Wong will review the 1994 media plan for all brands.

MW

CB will provide Bigott with the volume forecast for Belmont 10's.

CB

Bigott will inform CF by the end of March, production capacity availability for 10's or investment required to meet the volume forecast.

RM

CPT for Belmont v Royal will be withdrawn from the 1994 plans.

CB

Coconut Media Plan will be in line with legal scenario.

RN

Capri will be kept in the DNP channel only.

CF/FL

Bigott will provide chemical analyses for the top 10 brands in Colombia.

RM/RN

Souza Cruz will send all chemical analyses made in the past to Bigott.

EL

CF/16.3.94

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